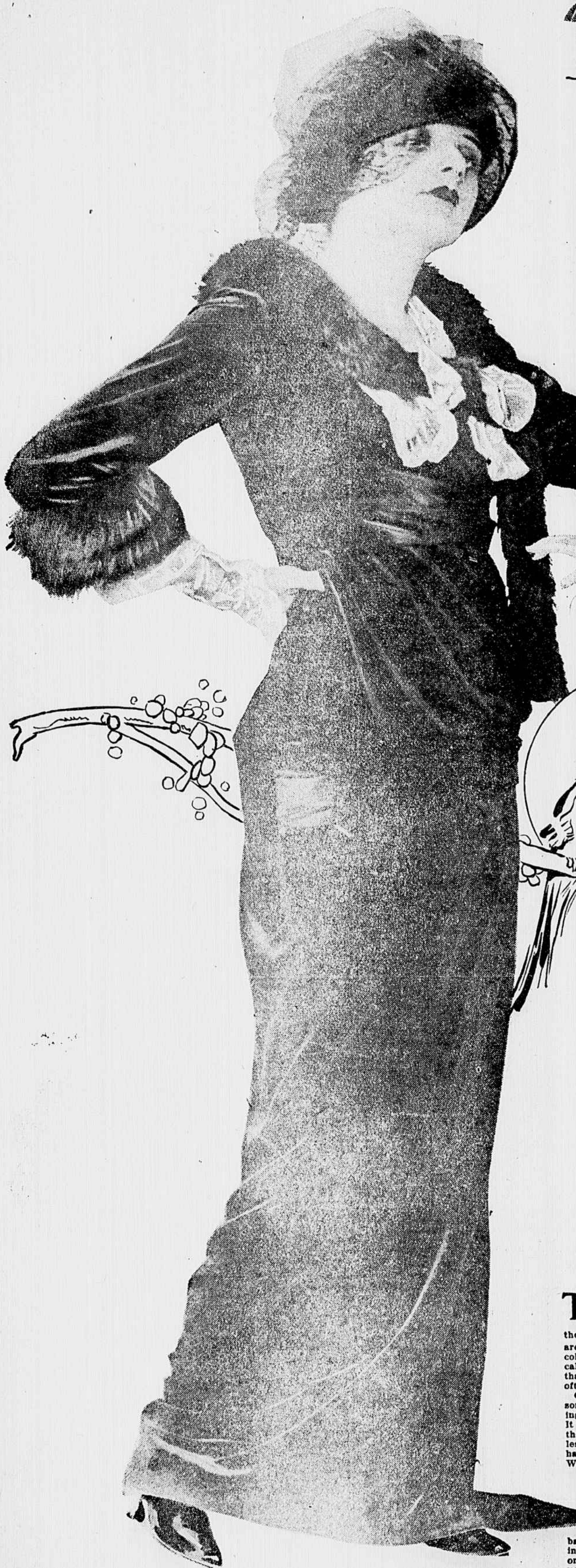


"Best Beau" Gowns By Lady Duff-Gordon



The "Beware"
Robe of
Indigo Blue
Velvet
Trimmed with
Leopard Skin



A Voice
from the East,
with the
Three Oriental
Touches
in Panel,
Neck Ribbon
and Hat
Trimming

LADY DUFF-GORDON, the famous "Lucile" of London, and foremost creator of fashions in the world, writes each week the fashion article for this newspaper, presenting all that is newest and best in styles for well-dressed women.

Lady Duff-Gordon's Paris establishment brings her into close touch with that centre of fashion.

Lady Duff-Gordon's American establishments are at Nos. 37 and 39 West Fifty-seventh street, New York, and No. 1400 Lake Shore Drive, Chicago.

THE group of three gowns which you see reproduced on this page I classify as "Best Beau" gowns because they are the last word in 1919 coquetry. All are afternoon gowns of the newest cuts and colors. The large left-hand figure I have called "Looking Back." It is of that shade that denotes to me the deeply thoughtful, often reminiscent, mood.

Once there was in your country a popular song through which pulsed the ache of longing for what had been and "could never be." It was called "In the Gloaming." To me the taupe always suggests such mood. Unless relieved by masses of cheerful color it has upon me a distinctly depressing effect. While I am sensitive to colors, I have heard others speak of the same reaction to the color, which is like twilight among the clouds.

This afternoon costume of taupe colored velvet has a narrow, draped skirt, with a border at neck and wrists of sable bands. Over the fur at the low neck opening falls a ruffle of ecru filet lace. The diagonal belt and hip girdle are of old blue velvet. A close black satin hat, with sloping brim, and a loosely massed black lace veil are worn with the "Looking Back" costume. Of a distinctly different note is the gown shown on the upper middle figure, and which I have dubbed "Beware." A straight-line,

one-piece robe it is of indigo velvet. Note the coat-like arrangement in front made by diagonal slashing of the sides and a high belt of medium width. The pocket-like effect is also novel. The high collar and the cuffs of the long sleeves are of straight pieces of leopard skin. The buff silk lining is revealed at the slashed sides and by the loosely hanging pockets and the slightly turned back sides formed by the seams in the lower part of the sleeve. The hat is of leopard skin, as are the bands which trim the bag of old blue silk. The smartness of the bag is enhanced by the tassel of copper flagree.

The third of the costumes of coquetry I have called the "Voice from the East." Chiefly built of blue-gray gabardine, it has rich touches of black. The upper part of the one-piece gown is of black taffeta, which meets the gabardine at the bust line. A narrow panel of blue serge embroidered with black soutache and finished with deep and heavy black silk fringe depends from the bust line, giving an Oriental semblance to the costume.

Slightly fitted in at the waist in repeated folds, the gown terminates in a narrow, slashed skirt. The sleeves are full and fashionably wrinkled. The neck is outlined by a flatly arranged ribbon of Oriental colors in brilliant diversity. The hat is of electric blue velvet, finished by cock's feathers of indigo blue.

The Looking Back Gown of Taupe Velvet
with Sable Trimmings